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State of Illinois
Rod R. Blagojevich, Governor

Department of Employment Security
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Guide To Career Choices

Marketing, Sales & Service

A brief look at:

- jobs
- education and training requirements
- wages
- outlook

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www.ILWorkInfo.com

marketing, sales & service

guide no. 14

ENTRY : the mean (average) of the bottom third of wages in an occupation

MEDIAN : half of the workers in the occupation earn more than this wage; half earn less

EXPERIENCED : the mean of the top two-thirds of wages in an occupation

HS : High School diploma or equivalent

AD : Associate Degree of Arts/Science community college, 2 years

BA/BS : Bachelor of Arts/Science degree colleges/universities, 4 years

	OUTLOOK		ANNUAL WAGES			
Career Opportunities	2014 Employment	Annual Openings	Entry	Median	Experienced	Education & Training
Retail Salespersons	207,112	8,755	$15,199	$19,542	$27,757	HS or equivalent is preferred. Training is provided on the job.
Cashiers	130,861	6,529	$14,691	$16,658	$19,396	HS is preferred for full-time positions. Little or no work experience is required for entry-level positions.
Stock Clerks and Order Fillers	63,144	2,668	$15,568	$19,868	$25,537	HS; most learn their skills on the job. Employers often prefer applicants who have computer experience.
Sales Representatives, Wholesale & Manufacturing, Except Technical & Scientific Products	83,795	2,674	$29,178	$51,708	$75,866	HS is a minimum; education needed varies with the products sold. Most firms emphasize a strong educational background. Many companies still hire people with previous sales experience who do not have a degree.
Sales Managers	19,960	562	$50,432	$88,991	$121,792	Many have a BA/BS. Recommended areas of study are business administration and marketing. Job skills can also be learned by working with a company for a long period of time.
Marketing Managers	11,187	323	$51,477	$87,640	$116,306	Most marketing managers have a BA/BS. Many major in advertising or journalism. Some learn their skills by working for a company for a long period of time.
Property, Real Estate, and Community Association Managers	9,156	244	$31,050	$52,227	$74,844	BS in business administration, finance, real estate or public administration is preferred.
Advertising Sales Agents	6,035	145	$23,339	$37,583	$61,648	HS is the minimum. Employers usually require sales experience when hiring applicants who have only a high school degree. Many employers require a college degree in advertising or marketing.
Floral Designers	4,756	70	$16,142	$21,430	$27,462	A high school degree or GED is often the only educational requirement. However, formal training is an asset.
Advertising and Promotions Managers	3,870	109	$35,158	$59,156	$98,902	BS and previous work experience. An internship with a large company while in college can provide you with valuable experience and contacts.
Funeral Directors	1,272	39	$42,785	$59,011	$84,539	Funeral directors learn their skills through programs in mortuary science. Some community and junior colleges offer two year programs.

Occupational growth rates and job opening data are based on All-Industry projections through the year 2014.

Wage data cover full-time, part-time and seasonal employees but exclude temporary and contractual workers. Wages include commissions and cost-of-living allowances, but exclude overtime and tips.

Job Descriptions

Marketing Managers
Determine the demand for products and services offered by a firm and its competitors and identify potential customers.

Sales Managers
Direct the actual distribution or movement of a product or service to the customer. Coordinate sales distribution by establishing sales territories, quotas, and goals and establish training programs for sales representatives.

Property, Real Estate, and Community Association Managers
Plan, direct, or coordinate selling, buying, leasing, or governance activities of commercial, industrial, or residential real estate properties.

Cashiers
Receive and disburse money in establishments other than financial institutions. Usually involves use of electronic scanners, cash registers, or related equipment.

Advertising and Promotions Managers
Plan and direct advertising policies and programs or produce collateral materials, such as posters, contests, coupons, or give aways, to create extra interest in the purchase of a product or service for a department, an entire organization, or on an account basis.

Retail Salespersons
Sell merchandise, such as furniture, motor vehicles, appliances, or apparel in a retail establishment.

Advertising Sales Agents
Sell or solicit advertising, including graphic art, advertising space in publications, custom made signs, or TV and radio advertising time. May obtain leases for outdoor advertising sites or persuade retailer to use promotional display items.

Sales Representatives, Wholesale & Manufacturing, Except Technical & Scientific Products
Sell goods for wholesalers or manufacturers to businesses or groups of individuals. Work requires substantial knowledge of items sold.

Stock Clerks and Order Fillers
Receive, store, and issue sales floor merchandise, materials, equipment, and other items from stockroom, warehouse, or storage yard to fill shelves, racks, tables, or customers' orders. May mark prices on merchandise and set up sales displays.

Floral Designers
Design, cut, and arrange live, dried, or artificial flowers and foliage.

Funeral Directors
Perform various tasks to arrange and direct funeral services, such as coordinating transportation of body to mortuary for embalming, interviewing family or other authorized person to arrange details, selecting pallbearers, procuring officials for religious rites, and providing transportation for mourners.

What is the job outlook?

Employment in the marketing, sales and service sector is expected to grow at a slower rate than the statewide average through 2014. The relatively slow growth is due mainly to limited job growth in clothing and accessory stores, as discount department stores and super centers account for a greater share of apparel sales. However, there will be numerous job openings resulting from high turnover in this large industry. Jobs will be plentiful for young workers, first-time job seekers, senior citizens, and people seeking part-time work, such as those with young children or those who choose to supplement their income from other jobs. Persons with a college degree or computer skills will be sought for managerial positions. Cashiers, retail salespersons, stock clerks and order filers and sales representatives will find the most job openings.

Where can I find more information?

The Illinois Department of Employment Security offers a wealth of information concerning the Illinois labor market. Visit **www.ILWorkInfo.com** to find out more about:

Career Planning: **Illinois Career Resource Network**
1-877-513-1987
des.icrn@illinois.gov

Labor Market Information: **LMI Source**
1-866-ONE-SRCE (1-866-663-7723)
des.lmi@illinois.gov

Workforce Information: **Workforce Info Center**
des.workinfo@illinois.gov

For assistance with employment and training issues, contact your local Illinois Employment and Training Center. Call 1-888-367-4382 to find the location nearest you.

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Sources:
Illinois Department of Employment Security's "Occupational Projections" and "Occupational Employment Statistics Wage Data" and the U.S. Bureau of Labor Statistics' "Occupational Outlook Handbook."

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